

SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107 An Autonomous Institution Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 3- INDIVIDUAL BEHAVIOR

Topic 3.3(a): Types of Learners and Learning Process



TYPES OF LEARNERS

Visual Learners

- Prefer to read information in a textbook or on the whiteboard rather than listen to the teacher lecture
- Uses visualization techniques to remember.
- Visualize maps and directions in their mind
- They also enjoy doodling and drawing
- Typically use sight words in their everyday terminology
- They remember details including colors and spatial arrangements

TYPES OF LEARNERS



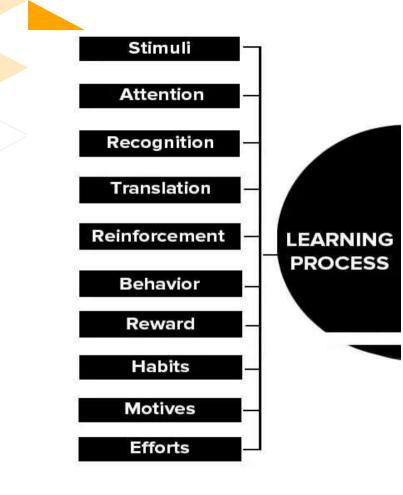
Auditory Learners

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- Learn best by listening and talking around
- They are good at remembering things they hear
- They are good with words and language
- They are often distracted by noise and sounds
- Provide students with oral along with written instructions for assignments
- Allow time for students to read out loud or talk through problems
- Kinesthetic Learners
 - Kinesthetic learners typically learn best by doing
 - Simulations and role plays, and other methods that physically involve them in the learning process
 - They are naturally good at physical activities like sports and dance
 - They might pace while on the phone or take breaks from studying to get up and move around
 - Some kinesthetic learners seem fidgety, having a hard time sitting still in class

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10.2.23



LEARNING PROCESS



- **Stimuli**: Stimuli are any objects or language which draw the attention of people
- Attention: The degree of stimuli depends on the nature of the stimuli. All stimuli are not paid attention. Interesting stimuli are highly attended
- **Recognition**: After paying attention recognize whether the stimuli are worthwhile
- **Translation**: Recognized stimuli are evaluated to eliminate the irrelevant points for accepting a part of stimuli
- **Reinforcement**: Increase the strength of response
- **Behaviour**: Learning changes behaviour through reinforcement



LEARNING PROCESS

- **Reward**: If the translated behaviour provides reward, accepted otherwise not accepted
- **Habits** : A permanent change in behaviour leads to habit
- Motives: Employees getting more satisfaction through learning develop high motives. Less satisfied learners are low motives
- Efforts: Habit helps to achieve good efforts and performance





THANK YOU



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